

KARINGITHI BENARD

DIGITAL DESIGNER & SEO PROFESSIONAL

CONTACT

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📍 Nairobi, Kenya

SKILLS

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
InDesign	<div><div></div></div>
XD	<div><div></div></div>
HTML5, CSS	<div><div></div></div>
Google Web Designer	<div><div></div></div>
Wordpress	<div><div></div></div>
SEO	<div><div></div></div>
Google Analytics	<div><div></div></div>
Time Management	<div><div></div></div>
Flexibility	<div><div></div></div>
Teamwork	<div><div></div></div>

EDUCATION

BSC. MATHEMATICS & COMPUTER SCIENCE

Multimedia University of Kenya
2013-2017

KCSE

Kagumo High School
2009-2012

KCPE

Wambugu Nyamu Academy
2001-2008

CAREER OBJECTIVE

A quality-focused, results-driven professional seeking to offer digital design and SEO skills to a top-level company. Taking the experience of 5+ years in the fields, utilizing modern techniques and a high level of technical skills to increase website rankings and to create relevant and high-quality materials for advertising, marketing, and branding purposes.

EXPERIENCE



DIGITAL DESIGNER & SEO CONSULTANT

WPP-Scangroup (GroupM Africa)

- Designing on-brand creative solutions for various uses: websites, product graphics, email templates, social media, and brand campaigns, and ensuring consistency in designs and content across all clients' platforms.
- Create innovative HTML5 rich media ad formats to amplify campaigns objectives.
- Providing advice and guidance on the aesthetic for campaigns, projects, and promotional events.
- Managing on-site and off-site SEO for company clients thus advancing organic rankings.
- Researching and developing SEO tactics based on available data and trends using a combination of resources provided by on-site experience and authoritative SEO tools.



LEAD CREATIVE DESIGNER

Lan-x Africa Limited

- Lead in designing, developing, and implementing graphics, layout, and production of online and print communication materials.

CERTIFICATIONS

Facebook Certified Creative Strategy Professional - Meta (Nov 2021)

SEO - HubSpot Academy (Aug 2021)

Google Web Designer Courses - (2020-2021)

Online Marketing certificate - (August 2017)

Search Engine Marketing certification - Emarketing Institute (June 2017)

Search Engine Optimization certification - Emarketing Institute (December 2016)

Hubspot Inbound Marketing Certificate

Cisco CompTIA A+ Certified (August 2014)

LANGUAGES

English (fluent)

Kiswahili (fluent)

INTERESTS

Learning new things (online)



Photography

Travel

- Developed adverts and contributed to the layout design of the Business & Money Magazine.
- Supervised the assessment of all graphic materials to ensure the quality and accuracy of the design.



WEB DESIGNER & SEO SPECIALIST

Here Goes Kenya

- Created my first blog, which exposed me to SEO and helped me build an online audience from all over the world.
- Initiated search engine optimization within each account to increase the website's page rank on all major search engines.
- As of September 2019 - the website had around 9 out of 15 keywords ranking on Google's first page.



GRAPHIC DESIGNER

Cartbright Advertising LTD

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded our clients' expectations.
- Served as a creative guide for all key projects and events.

REFEREES

Amanda Aliela

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Lan-x Africa Limited

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Josiah Ntokote

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Fred Major

Director & Creative Designer
Cartbright Advertising LTD

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